

Technical Specifications HTML5 Responsive banner



Advertising media/format

- Advertising medium has to be provided as a ZIP archive.
 - Up to one level of subfolders can be included.
 - The index.html file has to be in the root directory of the ZIP file.
 - The ZIP file should not include any empty folders.
 - Please only use your own IDs, classes, variables and functions to avoid errors on the website.
 - Include JavaScript file(s) if needed.
 - Include CSS file(s) if needed.
 - Include images.
-
- The banner markup is embedded directly in the Messe Frankfurt page and therefore the website should not be affected outside of the banner context.
 - No external libraries (e.g. jQuery, etc.) should be included.

Max. size of the advertising media

- The ZIP file should not exceed 250 KB.

Non-allowed tags in the index.html file

- The following tags are not allowed in the index.html file (main file):

no <!DOCTYPE>, <html>, <head> , <title> <main>, <footer>, <header> or <body> tags,
because the advertising media is integrated WITHOUT using iframes.

Name of the main file

- Name of the main file: index.html

Allowed characters in file names

- Only the following characters may be used in the file name:
- - A-Z
 - a-z
 - 0-9
 - Special characters: . _

Events:

- Events including and before document.DOMContentLoaded may not be used.

Adserver variables

- File path with _ADPATH_ prefix (_ADPATH_background.png)
- Click URLs with _ADCLICK_ prefix (_ADCLICK_<http://messefrankfurt.com>)
- _ADPATH_/_ADCLICK_ only work in the index.html file.

A path/click variable is best set in the index.html file and then read out by the other files.

Responsive behaviour:

- Wrapper/container div without fixed width -> 100% width. No min-width should be used.
Fixed widths are not allowed.
- Height should be relative to width.
- Wrap or hide elements in the banner corresponding to the banner size (CSS media queries).

Minimum requirements of a standard banner:

- Logo/claim
- Background graphic
- Text
- Click tag / URL incl. possibility of transmitting an adserver click variable

Graphic requirements:

- Vector graphics (.svg) should be provided to ensure perfect presentation in all banner sizes.
- Images can be supplied as png or jpg files.